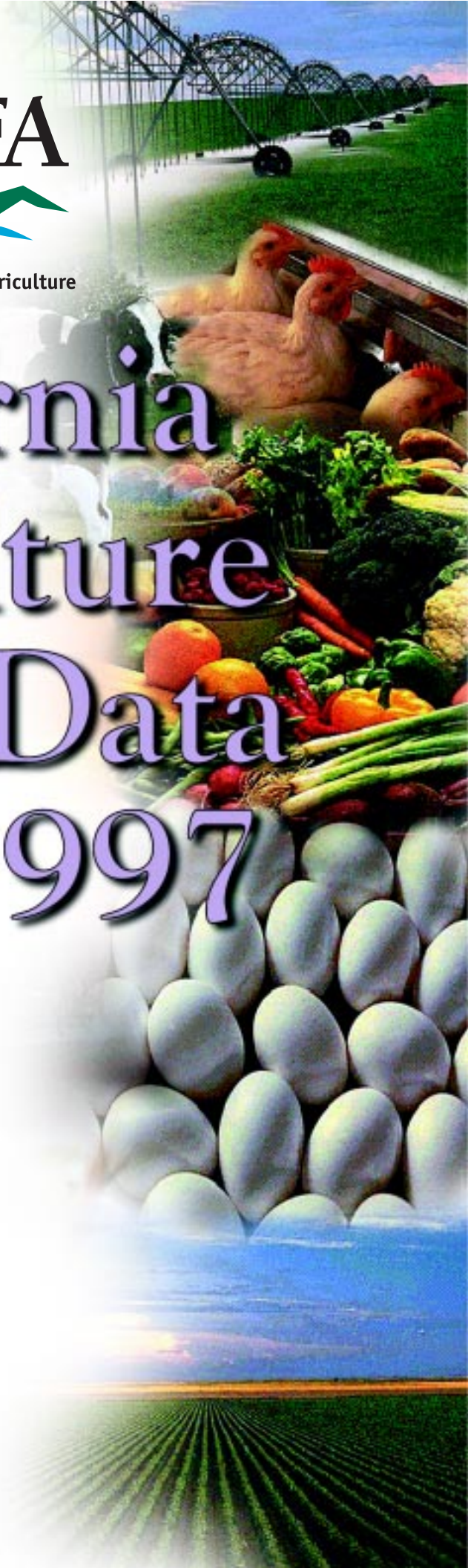




California Department of Food and Agriculture

# California Agriculture Export Data 1995-1997



# California Agricultural Export Data

## Global Marketplace Continues to Provide Opportunities for California

*Message from  
Secretary Ann M. Veneman*



Proving once again that the Golden State is number one in agriculture, Governor Pete Wilson announced that California's agricultural production and income soared to a record \$26.8 billion during 1997, up \$1.5 billion from the previous year. As agricultural production in California continues to grow year after year, we increasingly rely on the global market – with its six billion consumers – to expand our sales.

This year, the California Department of Food and Agriculture entered a partnership with the University of California Agricultural Issues Center to develop a method to more accurately capture export statistics for California agriculture. The new methodology, which results in more reliable statistics, will serve as a model for other states. Many thanks to Dr. Daniel Sumner, Director of the Agricultural Issues Center, for his leadership on this project.

The export figures, calculated by the University of California Agricultural Issues Center, show food and agricultural exports remained steady from 1996 to 1997. One of the real success stories in the recent export figures is California wine, which experienced an 80% increase in exports from 1995 to 1997.

With the recent financial situation in Asia, exports to the Pacific Rim were slightly down in 1997. However, despite the slowdown of exports to certain markets, exports to other markets in Asia – such as Hong Kong and Taiwan – continued to increase from the previous year. A surge in exports to Canada and Latin America helped to offset the negative effects of the Asian situation.

It is important for California agriculture to maintain a strong presence

throughout the Pacific Rim. Asia, a region which currently represents six of the top 10 markets for California agricultural exports and which is expected to encompass one-third of the world's population by the year 2000, continues to be a vital market for the Golden State. And, there is no more appropriate time than the present to stress the importance of our relationships in Asia.

As diverse as markets are in Asia and the rest of the world, they all have one thing in common – the importance of relationships. In each country we visited during our trade missions, meetings took place with government officials, importers and distributors. These face-to-face contacts are a necessary part of doing business overseas. As one major trader in Hong Kong put it, "one face-to-face meeting is worth a thousand faxes."

One way Californians are making contact with foreign buyers is through trade shows, such as the recent ANTAD show in Mexico which had several California participants. As a direct result of their participation in this exposition, these California companies expect to generate more than \$2.6 million in export sales in 12 months. But, an exact value cannot be attached to the added benefit of visiting the marketplace. Understanding how products are transported, packaged, displayed and consumed overseas can make or break potential trade deals.

In Korea and Taiwan, consumers like to peel their grapes. So, large grapes are worth more to customers. The Vietnamese have a fancy for colorful fruits, like oranges and red apples. Quality is extremely important to the Japanese consumer. And in many markets, trends toward western influences are evident in the

increasing numbers of western style restaurants, convenience stores and supermarkets.

When we speak of international trade these days, the issue of food safety comes into play as well. Over the past years, the topic of food safety moved to the front pages of newspapers and lead stories of radio and television both domestically and internationally. Food safety is no longer just an issue of health concern, it affects trade as well, for instance, the recent ban by the European Union on Iranian pistachios due to traces of a potentially harmful fungus has opened the door for California pistachios in a market that was previously difficult to "crack open."

Earlier this year, I signed an agreement with Baja California agriculture officials to strengthen joint efforts related to pest and animal disease prevention. Working cooperatively on important issues such as food safety, animal health and pest prevention is of benefit to all parties involved.

In order to compete successfully in these and other markets, we must know who our customers are, what they want, and how best to provide products to them. Export opportunities are expanding rapidly. The trend toward globalization is unstoppable, so we must continue to ensure that California's food and agriculture industry has every tool available to compete and win in this ever-changing marketplace.

## Agricultural Commodity Export Values and Rankings, 1995-97

Commodity	Rank	1997 Export Value (Million Dollars)	Rank	1996 Export Value (Million Dollars)	Rank	1995 Export Value (Million Dollars)	Percent Change 1995-1997
Cotton	1	\$ 931.3	1	\$ 1078.5	1	\$ 974.6	-4
Almonds	2	\$ 818.3	2	\$ 1015.9	2	\$ 780.5	5
Wine	3	\$ 374.9	4	\$ 286.9	6	\$ 209.9	79
Table Grapes	4	\$ 330.8	3	\$ 289.2	5	\$ 264.6	25
Oranges	5	\$ 307.4	6	\$ 267.9	4	\$ 291.5	5
Cattle & Calves	6	\$ 262.0	5	\$ 278.8	3	\$ 334.7	-22
Tomatoes, Processed	7	\$ 226.3	8	\$ 202.8	8	\$ 196.4	15
Milk & Cream	8	\$ 212.6	12	\$ 135.1	12	\$ 127.8	66
Raisins	9	\$ 199.8	7	\$ 208.6	7	\$ 197.6	1
Walnuts	10	\$ 153.0	9	\$ 201.4	9	\$ 177.2	-14
Rice	11	\$ 144.4	10	\$ 145.9	10	\$ 146.1	-1
Hay	12	\$ 141.2	16	\$ 109.0	15	\$ 112.4	26
Prunes	13	\$ 139.2	11	\$ 139.1	11	\$ 139.3	0
Lettuce	14	\$ 120.8	15	\$ 109.7	13	\$ 122.5	-1
Strawberries	15	\$ 116.5	13	\$ 110.6	16	\$ 111.8	4
Pistachios	16	\$ 113.4	18	\$ 85.6	17	\$ 86.6	31
Lemons	17	\$ 110.1	14	\$ 110.2	14	\$ 116.9	-6
Peaches/Nectarines	18	\$ 103.3	17	\$ 89.8	19	\$ 74.5	39
Broccoli	19	\$ 87.9	19	\$ 79.8	18	\$ 82.3	7
Plums	20	\$ 55.6	22	\$ 55.8	27	\$ 40.4	38
Cauliflower	21	\$ 49.8	20	\$ 63.2	20	\$ 66.7	-25
Pears	22	\$ 47.6	21	\$ 58.6	23	\$ 49.5	-4
Celery	23	\$ 46.5	29	\$ 36.0	24	\$ 49.1	-5
Apples	24	\$ 45.3	24	\$ 44.8	26	\$ 41.7	9
Carrots	25	\$ 40.2	30	\$ 35.2	31	\$ 31.3	28
Garlic	26	\$ 40.0	31	\$ 34.8	33	\$ 26.7	50
Asparagus	27	\$ 39.8	25	\$ 41.4	22	\$ 50.5	-21
Cherries	28	\$ 38.7	27	\$ 38.6	30	\$ 33.9	14
Onions	29	\$ 36.8	28	\$ 37.4	28	\$ 38.9	-5
Grapefruit	30	\$ 36.7	23	\$ 50.8	21	\$ 56.3	-35
Melons	31	\$ 35.4	26	\$ 39.1	25	\$ 43.7	-19
Grape Juice	32	\$ 31.3	33	\$ 30.2	34	\$ 24.5	28
Tomatoes, Fresh	33	\$ 30.2	40	\$ 14.0	38	\$ 14.1	114
Dry Beans	34	\$ 26.7	34	\$ 25.4	35	\$ 21.8	22
Wheat	35	\$ 26.2	32	\$ 32.8	29	\$ 35.7	-27
Turkey	36	\$ 20.0	38	\$ 14.7	44	\$ 10.8	85
Chickens	37	\$ 16.3	36	\$ 15.7	36	\$ 15.2	7
Olives	38	\$ 13.7	39	\$ 14.1	39	\$ 13.6	1
Cottonseed Oil	39	\$ 13.1	35	\$ 17.4	32	\$ 30.1	-56
Bell Peppers	40	\$ 12.7	43	\$ 10.6	45	\$ 10.4	22
Dates	41	\$ 11.2	37	\$ 15.0	37	\$ 14.5	-23
Flowers & Nursery	42	\$ 11.2	41	\$ 11.6	41	\$ 11.7	-4
Apricots	43	\$ 11.1	44	\$ 9.1	42	\$ 11.7	-5
Eggs	44	\$ 9.4	45	\$ 8.4	47	\$ 7.9	19
Kiwifruit	45	\$ 7.1	46	\$ 7.9	43	\$ 11.3	-37
Figs	46	\$ 6.5	47	\$ 6.3	46	\$ 9.8	-34
Avocados	47	\$ 6.3	42	\$ 10.8	40	\$ 11.8	-47
Potatoes	48	\$ 5.0	48	\$ 5.4	48	\$ 5.3	-6
Artichokes	49	\$ 2.7	49	\$ 2.6	49	\$ 2.2	23
Mushrooms	50	\$ 2.6	50	\$ 1.0	50	\$ 1.3	100
<b>Total Principal Commodities</b>		<b>\$ 5,668.9</b>		<b>\$ 5,733.5</b>		<b>\$ 5,339.6</b>	<b>6</b>
<b>Total Other Products</b>		<b>\$ 1,321.9</b>		<b>\$ 1,258.1</b>		<b>\$ 1,157.4</b>	<b>14</b>
<b>Total All Agricultural Exports</b>		<b>\$ 6,990.8</b>		<b>\$ 6,991.6</b>		<b>\$ 6,497.0</b>	<b>8</b>

### Ag Export Statistics: Methodology

California agricultural export statistics were generated by the University of California Agricultural Issues Center. These data provide an estimate of the value of exports for products derived from California farms and ranches. The value figures are on a "free along ship" (f.a.s.) basis, as is used for national export data. These data do not

reflect the value of farm products from other states which are further processed in or marketed from California. Information provided on an individual commodity basis reflects more than 90% of California's agricultural output value. The University of California Agricultural Issues Center used a combination of data from national sources

and information provided by California industry to calculate California's agricultural export statistics. For further information on the precise methodology employed by Dr. Daniel Sumner, Director of the Agricultural Issues Center, please contact CDFA's Agricultural Export Program at (916) 654-0389.



# Major Destinations for the Top 20 California Agricultural Export Commodities in 1997

(Destinations receiving at least 5% of the exports for a commodity)

Commodity/Country	Rank	Approximate Percent
<b>1. Cotton</b>		
Japan	1	23
South Korea	2	23
China	3	19
Indonesia	4	11
Taiwan	5	5
<b>2. Almonds</b>		
Germany	1	23
Japan	2	13
France	3	8
Spain	4	7
Netherlands	5	6
India	6	6
United Kingdom	7	6
Canada	8	5
<b>3. Wine</b>		
United Kingdom	1	31
Canada	2	21
Japan	3	10
Germany	4	7
Switzerland	5	5
<b>4. Table Grapes</b>		
Canada	1	43
Hong Kong	2	27
Mexico	3	8
Philippines	4	6
Taiwan	5	5
<b>5. Oranges</b>		
Canada	1	33
Hong Kong	2	27
Japan	3	22
South Korea	4	7
<b>6. Cattle &amp; Calves</b>		
Japan	1	70
South Korea	2	19
<b>7. Tomatoes, Processed</b>		
Canada	1	33
Japan	2	23
South Korea	3	9
Italy	4	6
Hong Kong	5	5
<b>8. Milk &amp; Cream</b>		
Japan	1	22
South Korea	2	13
Mexico	3	9
Hong Kong	4	9
Taiwan	5	7
Philippines	6	6
Indonesia	7	6
Thailand	8	5
Algeria	9	5
<b>9. Raisins</b>		
United Kingdom	1	22
Japan	2	22
Canada	3	13
Germany	4	5
Denmark	5	5
<b>10. Walnuts</b>		
Japan	1	22
Germany	2	15
Spain	3	14
Italy	4	9
Canada	5	8
Netherlands	6	8
Israel	7	7

Commodity/Country	Rank	Approximate Percent
<b>11. Rice</b>		
Japan	1	62
Turkey	2	19
Jordan	3	7
<b>12. Hay</b>		
Japan	1	87
Taiwan	2	7
<b>13. Prunes</b>		
Japan	1	27
Germany	2	17
Italy	3	11
United Kingdom	4	7
Canada	5	7
Netherlands	6	5
Singapore	7	5
<b>14. Lettuce</b>		
Canada	1	81
Hong Kong	2	9
<b>15. Strawberries</b>		
Canada	1	62
Japan	2	23
United Kingdom	3	8
<b>16. Pistachios</b>		
Hong Kong	1	37
Germany	2	14
Canada	3	8
Netherlands	4	8
Japan	5	5
<b>17. Lemons</b>		
Japan	1	75
Canada	2	14
Hong Kong	3	7
<b>18. Peaches/Nectarines</b>		
Canada	1	53
Taiwan	2	29
Mexico	3	12
<b>19. Broccoli</b>		
Canada	1	50
Japan	2	41
Hong Kong	3	6
<b>20. Plums</b>		
Canada	1	39
Taiwan	2	32
Hong Kong	3	19
Mexico	4	5

For commodities which California produces 85% or greater of U.S. Exports, percentages were equal to national percentages in each country.

For commodities which California produces less than 85% of U.S. Exports, percentages were derived using California port data. (However, California port data may not accurately reflect export destinations for some products produced in California). In those cases, adjustments were made using industry information.

# Major California Agricultural Exports to Each of the Top 10 Destinations in 1997<sup>1</sup>

(Commodities with exports of more than \$2 million to each destination are listed in order of the value of shipments)

Country/Commodity	Rank	Approximate Export Value (Millions)
<b>1. Japan</b>		
Cotton	1	\$ 214
Cattle & Calves	2	\$ 183
Hay	3	\$ 123
Almonds	4	\$ 106
Rice	5	\$ 90
Lemons	6	\$ 83
Oranges	7	\$ 68
Tomatoes, Processed	8	\$ 52
Milk & Cream	9	\$ 47
Raisins	10	\$ 44
Prunes	11	\$ 38
Wine	12	\$ 38
Broccoli	13	\$ 36
Walnuts	14	\$ 34
Asparagus	15	\$ 27
Strawberries	16	\$ 27
Cherries	17	\$ 27
Cauliflower	18	\$ 26
Grapefruit	19	\$ 24
Table Grapes	20	\$ 7
Onions	21	\$ 6
Pistachios	22	\$ 6
Lettuce	23	\$ 4
<b>Total</b>		<b>\$ 1,307</b>
<b>2. Canada</b>		
Table Grapes	1	\$ 142
Oranges	2	\$ 101
Lettuce	3	\$ 98
Wine	4	\$ 79
Tomatoes, Processed	5	\$ 75
Strawberries	6	\$ 72
Peaches/Nectarines	7	\$ 55
Broccoli	8	\$ 44
Almonds	9	\$ 41
Celery	10	\$ 35
Carrots	11	\$ 35
Pears	12	\$ 27
Cauliflower	13	\$ 27
Raisins	14	\$ 26
Plums	15	\$ 22
Asparagus	16	\$ 17
Lemons	17	\$ 15
Walnuts	18	\$ 12
Prunes	19	\$ 10
Pistachios	20	\$ 9
Apples	21	\$ 6
Onions	22	\$ 6
Grapefruit	23	\$ 5
Garlic	24	\$ 3
Cherries	25	\$ 2
<b>Total</b>		<b>\$ 964</b>
<b>3. South Korea</b>		
Cotton	1	\$ 214
Cattle & Calves	2	\$ 50
Milk & Cream	3	\$ 28
Oranges	4	\$ 22
Tomatoes, Processed	5	\$ 20
Almonds	6	\$ 19
Hay	7	\$ 6
Pistachios	8	\$ 3
Lemons	9	\$ 3
<b>Total</b>		<b>\$ 365</b>
<b>4. Hong Kong</b>		
Table Grapes	1	\$ 89
Oranges	2	\$ 83
Pistachios	3	\$ 42
Cotton	4	\$ 28
Milk & Cream	5	\$ 19
Tomatoes, Processed	6	\$ 11
Wine	7	\$ 11
Lettuce	8	\$ 11
Plums	9	\$ 11
Cattle & Calves	10	\$ 11
Almonds	11	\$ 8

Country/Commodity	Rank	Approximate Export Value (Millions)
<b>(Hong Kong cont.)</b>		
Raisins	12	\$ 8
Lemons	13	\$ 8
Celery	14	\$ 7
Broccoli	15	\$ 5
Peaches/Nectarines	16	\$ 3
Grapefruit	17	\$ 3
<b>Total</b>		<b>\$ 358</b>
<b>5. Germany</b>		
Almonds	1	\$ 188
Wine	2	\$ 26
Prunes	3	\$ 24
Walnuts	4	\$ 21
Pistachios	5	\$ 16
Raisins	6	\$ 10
Cotton	7	\$ 9
Onions	8	\$ 2
<b>Total</b>		<b>\$ 297</b>
<b>6. United Kingdom</b>		
Wine	1	\$ 113
Almonds	2	\$ 49
Raisins	3	\$ 44
Prunes	4	\$ 10
Strawberries	5	\$ 9
Walnuts	6	\$ 6
Onions	7	\$ 5
Tomatoes, Processed	8	\$ 5
<b>Total</b>		<b>\$ 240</b>
<b>7. Taiwan</b>		
Cotton	1	\$ 47
Peaches/Nectarines	2	\$ 30
Plums	3	\$ 18
Table Grapes	4	\$ 17
Wine	5	\$ 15
Apples	6	\$ 14
Milk & Cream	7	\$ 13
Hay	8	\$ 10
Almonds	9	\$ 8
Raisins	10	\$ 8
Cattle & Calves	11	\$ 8
Cherries	12	\$ 4
Pistachios	13	\$ 3
Walnuts	14	\$ 3
Broccoli	15	\$ 3
Celery	16	\$ 3
Lettuce	17	\$ 2
Grapefruit	18	\$ 2
<b>Total</b>		<b>\$ 207</b>
<b>8. China</b>		
Cotton	1	\$ 177
Tomatoes, Processed	2	\$ 7
Milk & Cream	3	\$ 4
<b>Total</b>		<b>\$ 188</b>
<b>9. Indonesia</b>		
Cotton	1	\$ 102
Milk & Cream	2	\$ 13
Table Grapes	3	\$ 7
Cattle & Calves	4	\$ 3
<b>Total</b>		<b>\$ 124</b>
<b>10. Mexico</b>		
Table Grapes	1	\$ 27
Milk & Cream	2	\$ 19
Peaches/Nectarines	3	\$ 12
Pears	4	\$ 12
Tomatoes, Processed	5	\$ 9
Almonds	6	\$ 8
Cattle & Calves	7	\$ 8
Apples	8	\$ 6
Lettuce	9	\$ 5
Rice	10	\$ 4
Plums	11	\$ 3
Garlic	12	\$ 3
Strawberries	13	\$ 2
<b>Total</b>		<b>\$ 118</b>

<sup>1</sup> This table provides the approximate exports to each of the top 10 destinations for the 30 California commodities with the largest total export values in 1997.

# Major California Agricultural Exports to Each of the Top 10 Destinations in 1996<sup>1</sup>

(Commodities with exports of more than \$2 million to each destination are listed in order of the value of shipments)

Country & Commodity	Rank	Approximate Export Value (Millions)
<b>1. Japan</b>		
Cotton	1	\$ 304
Cattle & Calves	2	\$ 210
Almonds	3	\$ 110
Hay	4	\$ 94
Lemons	5	\$ 79
Oranges	6	\$ 73
Rice	7	\$ 72
Tomatoes, Processed	8	\$ 52
Milk & Cream	9	\$ 49
Raisins	10	\$ 47
Cherries	11	\$ 40
Walnuts	12	\$ 38
Broccoli	13	\$ 34
Grapefruit	14	\$ 32
Cauliflower	15	\$ 31
Asparagus	16	\$ 28
Wine	17	\$ 27
Prunes	18	\$ 26
Strawberries	19	\$ 25
Onions	20	\$ 7
Table Grapes	21	\$ 7
Pistachios	22	\$ 5
Lettuce	23	\$ 4
Carrots	24	\$ 3
<b>Total</b>		<b>\$ 1, 396</b>
<b>2. Canada</b>		
Table Grapes	1	\$ 109
Oranges	2	\$ 89
Lettuce	3	\$ 86
Tomatoes, Processed	4	\$ 82
Strawberries	5	\$ 64
Wine	6	\$ 64
Peaches/Nectarines	7	\$ 42
Almonds	8	\$ 42
Broccoli	9	\$ 40
Pears	10	\$ 35
Celery	11	\$ 28
Carrots	12	\$ 28
Cauliflower	13	\$ 27
Raisins	14	\$ 21
Plums	15	\$ 20
Lemons	16	\$ 18
Walnuts	17	\$ 13
Asparagus	18	\$ 13
Prunes	19	\$ 10
Pistachios	20	\$ 8
Apples	21	\$ 6
Grapefruit	22	\$ 6
Onions	23	\$ 5
Garlic	24	\$ 3
<b>Total</b>		<b>\$ 857</b>
<b>3. Germany</b>		
Almonds	1	\$ 244
Walnuts	2	\$ 29
Prunes	3	\$ 27
Wine	4	\$ 17
Raisins	5	\$ 12
Pistachios	6	\$ 8
Strawberries	7	\$ 3
<b>Total</b>		<b>\$ 340</b>
<b>4. Hong Kong</b>		
Table Grapes	1	\$ 57
Oranges	2	\$ 48
Pistachios	3	\$ 29
Cotton	4	\$ 19
Milk & Cream	5	\$ 15
Almonds	6	\$ 15
Plums	7	\$ 11
Lettuce	8	\$ 11
Tomatoes, Processed	9	\$ 11
Cattle & Calves	10	\$ 8
Raisins	11	\$ 8
Celery	12	\$ 6
Grapefruit	13	\$ 6

Country & Commodity	Rank	Approximate Export Value (Millions)
<b>(Hong Kong cont.)</b>		
Lemons	14	\$ 6
Wine	15	\$ 5
Broccoli	16	\$ 3
Peaches/Nectarines	17	\$ 2
Cauliflower	18	\$ 2
Prunes	19	\$ 2
<b>Total</b>		<b>\$ 265</b>
<b>5. South Korea</b>		
Cotton	1	\$ 133
Cattle & Calves	2	\$ 43
Milk & Cream	3	\$ 23
Almonds	4	\$ 16
Tomatoes, Processed	5	\$ 14
Oranges	6	\$ 13
Hay	7	\$ 5
Pistachios	8	\$ 3
Raisins	9	\$ 3
Rice	10	\$ 3
Lemons	11	\$ 2
Walnuts	12	\$ 2
Cauliflower	13	\$ 2
<b>Total</b>		<b>\$ 262</b>
<b>6. United Kingdom</b>		
Wine	1	\$ 76
Almonds	2	\$ 68
Raisins	3	\$ 48
Prunes	4	\$ 11
Table Grapes	5	\$ 10
Strawberries	6	\$ 8
Walnuts	7	\$ 5
Onions	8	\$ 4
<b>Total</b>		<b>\$ 228</b>
<b>7. China</b>		
Cotton	1	\$ 186
Tomatoes, Processed	2	\$ 3
<b>Total</b>		<b>\$ 189</b>
<b>8. Taiwan</b>		
Cotton	1	\$ 37
Table Grapes	2	\$ 21
Plums	3	\$ 19
Peaches/Nectarines	4	\$ 18
Apples	5	\$ 14
Almonds	6	\$ 13
Milk & Cream	7	\$ 12
Hay	8	\$ 9
Cattle & Calves	9	\$ 7
Oranges	10	\$ 7
Raisins	11	\$ 6
Pistachios	12	\$ 4
Cherries	13	\$ 4
Wine	14	\$ 4
Walnuts	15	\$ 3
Grapefruit	16	\$ 3
Lettuce	17	\$ 2
Broccoli	18	\$ 2
Prunes	19	\$ 2
<b>Total</b>		<b>\$ 186</b>
<b>9. Indonesia</b>		
Cotton	1	\$ 133
Table Grapes	2	\$ 7
Cattle & Calves	3	\$ 3
<b>Total</b>		<b>\$ 142</b>
<b>10. Spain</b>		
Almonds	1	\$ 100
Cotton	2	\$ 16
Walnuts	3	\$ 3
Prunes	4	\$ 3
<b>Total</b>		<b>\$ 122</b>

<sup>1</sup> This table provides the approximate exports to each of the top 10 destinations for the 30 California commodities with the largest total export values in 1996.

# Major California Agricultural Exports to Each of the Top 10 Destinations in 1995<sup>1</sup>

(Commodities with exports of more than \$2 million to each destination are listed in order of the value of shipments)

Country & Commodity	Rank	Approximate Export Value (Millions)
<b>1. Japan</b>		
Cattle & Calves	1	\$ 255
Cotton	2	\$ 240
Hay	3	\$ 104
Oranges	4	\$ 102
Almonds	5	\$ 99
Lemons	6	\$ 89
Milk & Cream	7	\$ 58
Tomatoes, Processed	8	\$ 57
Asparagus	9	\$ 44
Grapefruit	10	\$ 41
Rice	11	\$ 40
Raisins	12	\$ 38
Cauliflower	13	\$ 37
Broccoli	14	\$ 35
Walnuts	15	\$ 32
Prunes	16	\$ 30
Cherries	17	\$ 29
Wine	18	\$ 27
Strawberries	19	\$ 25
Table Grapes	20	\$ 9
Pistachios	21	\$ 8
Onions	22	\$ 8
Lettuce	23	\$ 3
Apples	24	\$ 3
<b>Total</b>		<b>\$ 1,412</b>
<b>2. Canada</b>		
Table Grapes	1	\$ 105
Lettuce	2	\$ 103
Oranges	3	\$ 86
Tomatoes, Processed	4	\$ 76
Strawberries	5	\$ 68
Wine	6	\$ 48
Celery	7	\$ 42
Broccoli	8	\$ 42
Almonds	9	\$ 36
Cauliflower	10	\$ 27
Carrots	11	\$ 26
Pears	12	\$ 23
Raisins	13	\$ 22
Plums	14	\$ 21
Lemons	15	\$ 15
Asparagus	16	\$ 14
Walnuts	17	\$ 11
Prunes	18	\$ 10
Onions	19	\$ 7
Apples	20	\$ 7
Pistachios	21	\$ 6
Grapefruit	22	\$ 6
Garlic	23	\$ 3
<b>Total</b>		<b>\$ 802</b>
<b>3. South Korea</b>		
Cotton	1	\$ 244
Cattle & Calves	2	\$ 60
Milk & Cream	3	\$ 15
Almonds	4	\$ 14
Pistachios	5	\$ 12
Tomatoes, Processed	6	\$ 11
Oranges	7	\$ 9
Raisins	8	\$ 4
Lemons	9	\$ 2
Hay	10	\$ 2
Walnuts	11	\$ 2
<b>Total</b>		<b>\$ 375</b>
<b>4. Germany</b>		
Almonds	1	\$ 191
Walnuts	2	\$ 30
Prunes	3	\$ 27
Raisins	4	\$ 15
Pistachios	5	\$ 12
Wine	6	\$ 5
Onions	7	\$ 3
<b>Total</b>		<b>\$ 283</b>

Country & Commodity	Rank	Approximate Export Value (Millions)
<b>5. Hong Kong</b>		
Oranges	1	\$ 54
Cotton	2	\$ 39
Table Grapes	3	\$ 37
Pistachios	4	\$ 31
Milk & Cream	5	\$ 13
Tomatoes, Processed	6	\$ 10
Almonds	7	\$ 9
Raisins	8	\$ 9
Lettuce	9	\$ 9
Celery	10	\$ 6
Plums	11	\$ 6
Lemons	12	\$ 5
Cattle & Calves	13	\$ 4
Cauliflower	14	\$ 4
Wine	15	\$ 3
Broccoli	16	\$ 3
Grapefruit	17	\$ 3
Rice	18	\$ 2
<b>Total</b>		<b>\$ 245</b>
<b>6. United Kingdom</b>		
Wine	1	\$ 55
Almonds	2	\$ 49
Raisins	3	\$ 45
Prunes	4	\$ 11
Table Grapes	5	\$ 11
Strawberries	6	\$ 6
Walnuts	7	\$ 4
Onions	8	\$ 3
Rice	9	\$ 2
<b>Total</b>		<b>\$ 186</b>
<b>7. Taiwan</b>		
Cotton	1	\$ 42
Table Grapes	2	\$ 16
Plums	3	\$ 15
Apples	4	\$ 14
Almonds	5	\$ 10
Oranges	6	\$ 10
Cattle & Calves	7	\$ 8
Hay	8	\$ 6
Pistachios	9	\$ 6
Raisins	10	\$ 5
Grapefruit	11	\$ 5
Wine	12	\$ 4
Walnuts	13	\$ 3
Celery	14	\$ 2
Lettuce	15	\$ 2
Cherries	16	\$ 2
<b>Total</b>		<b>\$ 149</b>
<b>8. China</b>		
Cotton	1	\$ 130
Tomatoes, Processed	2	\$ 6
Milk & Cream	3	\$ 2
<b>Total</b>		<b>\$ 138</b>
<b>9. Indonesia</b>		
Cotton	1	\$ 120
Table Grapes	2	\$ 6
Cattle & Calves	3	\$ 2
Milk & Cream	4	\$ 2
<b>Total</b>		<b>\$ 130</b>
<b>10. Spain</b>		
Almonds	1	\$ 65
Walnuts	2	\$ 29
Cotton	3	\$ 11
Prunes	4	\$ 3
<b>Total</b>		<b>\$ 108</b>

<sup>1</sup> This table provides the approximate exports to each of the top 10 destinations for the 30 California commodities with the largest total export values in 1995.



# California Department of Food and Agriculture Agricultural Export Program

1220 N Street, Suite A-280  
Sacramento, CA 95814  
(916) 654-0389 • Fax (916) 653-2604  
[www.cdffa.ca.gov/exports](http://www.cdffa.ca.gov/exports)

## What is the California Agricultural Export Program (AEP)?



Our mission is to increase the economic well-being of the state of California by expanding the world-wide market demand and supporting exporters of California food and agricultural products.

The Agricultural Export Program (AEP) is the only state program specifically mandated by legislation to aid California food and agricultural exporters. The program, created in 1985, assists exporters in four major areas of trade policy, trade development, informational services and strategic alliances.

In 1997, California exported nearly \$7 billion, making California the leading agricultural exporting state in the U.S. In fact, California currently accounts for almost 18% of total U.S. agricultural exports.

Agricultural exports are important to the entire economy. Some economists believe that each \$1 billion of U.S. agricultural exports generates some 27,000 jobs in the U.S. economy, and of that each dollar of additional agricultural exports generates \$2.59 in economic activity. AEP helps California food and agricultural exporters take advantage of the fast growing and lucrative overseas markets, which now accounts for almost 20% of sales of California food and agricultural products.

## Trade Policy

The California Department of Food and Agriculture (CDFA) assists industry to overcome trade barriers in new and emerging markets. These barriers may include health, safety or phytosanitary barriers. This is accomplished by working with industry groups as well as the appropriate federal agencies both abroad and domestically.

In addition, AEP is also charged with coordinating the Department's activities in the area of international trade through the CDFA International Coordinating Group.

## Trade Development

The CDFA works toward the development of new markets for the California agricultural industry through trade shows, trade missions, advertising, buyer education, press events, promotional materials, as well as generic Cali-

fornia promotions. In addition, CDFA's Agricultural Export Program is involved with the branded and generic components of the USDA Market Access Program.

- ❖ **Trade Shows:** AEP sponsors four to six trade shows annually, including the coordination of a California pavilion. If you are interested in participating in trade shows and would like more information on upcoming events, please contact the AEP office or access the information on the AEP website.
- ❖ **Buyer Education:** AEP coordinates numerous buyer education missions during the year. Buyer education missions involve foreign visitors who are interested in visiting California to learn about its agriculture, agricultural practices, or to make contact with possible suppliers. AEP helps facilitate the visit and serves as a liaison between foreign visitors and California's agricultural producers and processors.
- ❖ **Generic California Promotions:** A promotional program offered exclusively by the CDFA is the "Taste the Sunshine" program. Recognizing the positive image California has around the globe, CDFA developed this promotional campaign to help identify the state's high quality products in the marketplace. This logo is currently used in trade shows, promotional events, marketing materials and much more. For additional information on use of this marketing theme in your promotional events, please contact the Agricultural Export Program at (916) 654-0389.
- ❖ **Commodity Marketing Programs:** The California Agricultural Export Council (CAEC) is a strategic partnership between the Agricultural Export Program, the USDA's Foreign Agricultural Service, and California generic commodity organizations. Working with the generic commodity groups, the AEP helps secure funding for international market promotion projects provided through the Foreign Agricultural Service's Market Promotion Program (MPP). AEP works with the generic commodity groups to develop strategic marketing plans and targeted activity plans, and







assists in carrying-out the international marketing activities.

### Informational Services

AEP is involved in the collection, analysis and dissemination of timely and accurate market information in the most cost effective manner possible. The program maintains a comprehensive database of market reports, surveys and statistics that is available either in-house

or on-line through the worldwide web and bulletin board access. We are also involved in numerous seminars to educate California agribusinesses about the various opportunities to be found overseas and methods to enter into these markets.

❖ **Suppliers/Buyers Lists:** Are you look-

ing for California suppliers or foreign buyers of a particular commodity? Contact the program for a full list of producers from our extensive database.

❖ **Compilation Exporter Directory:** Database Publishing Co. publishes an exporter directory in cooperation with CDFA's Agricultural Export Program. The "Directory of California Agricultural Exporters" is an extensive compilation of the leading California growers, packers, processors and exporters of agricultural products. The directory can be purchased through Database Publishing Company by telephone at (714) 778-6400, by fax at (714) 778-6811, or by e-mail at [sales@databasepublishing.com](mailto:sales@databasepublishing.com).

❖ **Tradewinds:** AEP publishes a monthly newsletter containing timely information on trade leads, market research, policy developments and much more. The newsletter is distributed by fax. If you are interested in receiving the newsletter, contact the program. The newsletter is also posted on AEP's website at [www.cdfa.ca.gov/export](http://www.cdfa.ca.gov/export).

### Strategic Partnerships

AEP maintains close relationships with various private and public entities that are available to assist California exporters. These entities can be found on the local, state, federal, as well as foreign levels and can include government agencies, educational institutions and commodity groups.

❖ **Agricultural Trade Specialists:** The Agricultural Export Program continues to partner with the California Trade and Commerce Agency in the placement of agricultural trade specialists in several of California's overseas offices. Agricultural Trade Specialists are currently placed in four of California's offices. They are:

Shirley Ng – Hong Kong  
Tsuyoshi Oyabu – Tokyo, Japan  
Rose Pucan – Mexico City, Mexico  
Jaeson Yoo – Seoul, Korea

Full contact information for each of these individuals is listed on Page ??.

The Agricultural Export Programs Sacramento staff and overseas trade specialists are in a strong position to help California market agricultural products to virtually every major export market around the globe. If you would like additional information on any of AEP's services, please contact us at (916) 654-0389.

## California Department of Food & Agriculture Agricultural Export Program Staff Directory



1220 N Street, Suite A-280 • Sacramento, CA 95814  
(916) 654-0389 • Fax (916) 653-2604  
[www.cdfa.ca.gov/exports](http://www.cdfa.ca.gov/exports)

**Cherie Watte, Director**  
E-mail: [cwatte@cdfa.ca.gov](mailto:cwatte@cdfa.ca.gov)

**Fred Klose, Associate Export Specialist**  
E-mail: [fklose@cdfa.ca.gov](mailto:fklose@cdfa.ca.gov)

**Juan Almanza, Export Specialist**  
E-mail: [jalmanza@cdfa.ca.gov](mailto:jalmanza@cdfa.ca.gov)

**Martha Reyes, Office Manager**  
E-mail: [mreyes@cdfa.ca.gov](mailto:mreyes@cdfa.ca.gov)

**Suzanne Lashley, Office Assistant**  
E-mail: [slashley@cdfa.ca.gov](mailto:slashley@cdfa.ca.gov)

**Beth Wilson, Seasonal Clerk**  
E-mail: [bawilson@cdfa.ca.gov](mailto:bawilson@cdfa.ca.gov)

## USDA Foreign Agriculture Service (FAS) California Outreach Office

**Bonnie Borris, FAS Outreach**  
World Trade Center  
917 7<sup>th</sup> Street  
Sacramento, California 95814  
(916) 447-9827, ext. 170 • Fax: (916) 443-2672

# CALIFORNIA INTERNATIONAL TRADE & INVESTMENT OFFICES

*Staff at California's ten foreign offices promote exports and foreign investment by matching California exporters and foreign buyers, collecting trade leads, counseling California executives on market penetration strategies, advertising the state as a supplier and location for foreign investment and arranging investment and buying missions to the state.*

## AFRICA, SUB-SAHARAN

158 Jan Smuts Avenue, 3<sup>rd</sup> Floor West  
Rosebank 2196, Johannesburg  
REPUBLIC OF SOUTH AFRICA  
P.O. Box 449  
Parklands 2121, Johannesburg  
(011-27-11) 447-5391 • Fax: (011-27-11) 447-5393  
E-mail: [joburg@icon.co.za](mailto:joburg@icon.co.za)  
[www.cotisa.co.za](http://www.cotisa.co.za)  
Provides service to: Sub-Saharan Africa

## GERMANY

Bockenheimer Landstrasse 97  
60325 Frankfurt am Main  
GERMANY  
(011-49-69) 743-2461 • Fax: (011-49-69) 745-005  
E-mail: [trudi.schifter@cal-trade.gov](mailto:trudi.schifter@cal-trade.gov)  
Provides service to: Germany, Italy, Switzerland, Austria,  
Central & Eastern Europe

## HONG KONG

Suite 207, St. George's Building  
2, Ice House Street  
Central, HONG KONG  
(011-852) 2877-3600 • Fax: (011-852) 2877-2691  
E-mail: [caoffice@asiaonline.net](mailto:caoffice@asiaonline.net)  
Provides service to: Hong Kong, China (PRC), ASEAN

**Shirley Ng**  
CDFA Trade Specialist  
E-mail: [agtrade@asiaonline.net](mailto:agtrade@asiaonline.net)

## ISRAEL

P.O. Box 45005  
5 Kiyrat Madda Street  
Har Hotzvim Technical Park, Building 2  
Jerusalem ISRAEL 91450  
(011-972-2) 571-0199 • Fax: (011-972-2) 571-0713  
E-mail: [atidedi@netvision.net.il](mailto:atidedi@netvision.net.il)  
Provides service to: Israel

## JAPAN

Kowa 35 Building Annex  
1-14-14, Akasaka, Minato-ku  
107 Tokyo JAPAN  
(011-81-33) 583-3140 • Fax: (011-81-33) 584-6613  
E-mail: [calxport@gol.com](mailto:calxport@gol.com)  
[www.2.gol.com/users/calxport](http://www.2.gol.com/users/calxport)  
Provides service to: Japan

**Tsuyoshi Oyabu**  
CDFA Trade Specialist  
E-mail:

## KOREA

Leema Building, Suite 400  
146-1, Susong-Dong  
Chongro-Ku  
Seoul, 110-140, Korea  
(011-822) 733-1021, ext. 146 • Fax: (011-822) 733-1028  
E-mail: [ymlcoti@bora.dacom.co.kr](mailto:ymlcoti@bora.dacom.co.kr)  
Provides service to: Korea

**Jaeson Yoo**  
CDFA Trade Specialist  
E-mail: [calxport@gol.com](mailto:calxport@gol.com)

## LONDON

27 Dover Street  
London W1X 3PA  
UNITED KINGDOM  
(011-44-171) 629-8211 • Fax: (011-44-171) 629-8223  
E-mail: [jfenley@calstate.org.uk](mailto:jfenley@calstate.org.uk)  
Provides service to: United Kingdom, France, Spain, Belgium,  
Netherlands, Scandinavia, Portugal

## MEXICO

Paseo de la Reforma No. 265 - Piso 14  
Col. Cuauhtemoc  
06500 MEXICO, D.F.  
(011-52-5) 533-1111 • Fax: (011-52-5) 533-5202  
E-mail: [caloff@californiaagency.com.mx](mailto:caloff@californiaagency.com.mx)  
Provides service to: Mexico, Central America, South America

**Rose Pucan**  
CDFA Trade Specialist  
E-mail: [ymlcoti@bora.dacom.co.kr](mailto:ymlcoti@bora.dacom.co.kr)

## TAIWAN

7C04, Taipei World Trade Center  
5 Hsin Yi Road, Section 5  
Taipei 10509 TAIWAN  
(011-886-22) 758-6223 • Fax: (011-886-22) 723-9973  
E-mail: [cltong@msl.hinet.net](mailto:cltong@msl.hinet.net)  
Provides service to: Taiwan

# CDFA PARTNERS' CALIFORNIA'S TRADE AND COMMERCE AGENCY'S

*The International Trade and Investment Division (ITI) of the California Trade and Commerce Agency has developed programs and policies to increase jobs in the state by promoting international business. ITI is comprised of several units: Trade Policy and Research, Export Development, Export Finance, Foreign Investment, California-Mexico Affairs and the International Trade and Investment offices in Asia, Europe, Mexico, Africa and Israel. The California World Trade Commission (WTC), ITI's public-private advisory board, was established in 1983, and its 15 members are appointed by the Governor and Legislature. The Secretary of CDFA is a statutorily-appointed, ex-officio member of the World Trade Commission.*

## ITI Headquarters

Lloyd C. Day, Deputy Secretary  
801 K Street, Suite 1926  
Sacramento, CA 95814-3520  
(916) 324-5511 • Fax: (916) 324-5791  
E-mail: [ITI@commerce.ca.gov](mailto:ITI@commerce.ca.gov)  
[www.commerce.ca.gov](http://www.commerce.ca.gov)

The Trade Policy and Research (TPR) Division advocates policies to help California compete in foreign markets, provides trade statistics and assists companies facing barriers to international business.

## California Office of Export Development (OED)

Kimberly Rich, Deputy Director  
One World Trade Center, Suite 990  
Long Beach, CA 90831-0990  
(562) 590-5965 • Fax: (562) 590-5958  
E-mail: [expdev@commerce.ca.gov](mailto:expdev@commerce.ca.gov)

**Trade Shows:** OED organizes California Group exhibits at leading foreign trade shows. **Foreign Buyer Missions:** OED works closely with foreign government offices and trade associations to coordinate visits to California of qualified buyer delegations and commercial visitors where detailed exchanges may lead to commercial partnerships. **Publications:** OED publishes product catalogs and export directories.

## California Environmental Technology Export Program (CEP)

Tim Ogburn, Manager  
801 K Street, Suite 1926  
Sacramento, CA 95814-3520  
(916) 322-5298 • Fax: (916) 324-5791  
E-mail: [togburn@commerce.ca.gov](mailto:togburn@commerce.ca.gov)

CEP is a partnership between the Trade and Commerce Agency and Cal/EPA to promote California's environmental technology exports.

## California Export Finance Office (CEFO)

Caroline Brown, Acting Director  
One World Trade Center, Suite 900  
Long Beach, CA 90831-0900  
(562) 499-6014 • Fax: (562) 499-6080  
E-mail: [CEFO@commerce.ca.gov](mailto:CEFO@commerce.ca.gov)

## CEFO (cont.)

San Diego Office (CEFO)  
Serge Chelma, Staff Loan Officer  
Symphony Towers  
750 B Street, Suite 370  
San Diego, CA 92101  
(619) 645-2492 • Fax: (619) 645-2821

Northern California Office (CEFO)  
Michael Farstad, Regional Manager  
Techmart Building  
5201 Great America Parkway, Suite 350  
Santa Clara, CA 95054  
(408) 986-8373 • Fax: (408) 980-0280

**Export Loan Guarantee Program:** CEFO provides working capital loan guarantees to help qualified companies obtain short-term capital loans for specific export orders. CEFO guarantees cover pre-shipment, post-shipment or combination loans - up to 90% of bank loans up to \$833,000. Basic eligibility requirements include one year in business to demonstrate company performance and 51% California content on the total shipment.

## California Office of Foreign Investment (OFI)

Matthew Flynn, Director  
801 K Street, Suite 1936  
Sacramento, CA 95814-3520  
(916) 322-3518 • Fax: (916) 322-3401  
E-mail: [OFI@commerce.ca.gov](mailto:OFI@commerce.ca.gov)

OFI leads California's efforts to attract, retain and expand job-creating foreign direct investment in the State. OFI provides confidential site location analysis, facilitates solutions to permit and tax issues as well as provides information on California's competitive factors. OFI also serves as an advocate for policy and regulatory issues affecting foreign direct investment. OFI publishes informational brochures in a number of languages.

## Office of California-Mexico Affairs (OCMA)

Rudy Fernandez, Director  
Symphony Towers  
750 B Street, Suite 370  
San Diego, CA 92101  
(619) 645-2660 • Fax: (619) 645-2821  
E-mail: [rfernandez@commerce.ca.gov](mailto:rfernandez@commerce.ca.gov)

OCMA fosters favorable economic, educational and cultural relations with Mexican states bordering the US and serves as the principal point of contact for federal, state and local government representatives on issues involving California-Mexico relations.



## 1999 Trade Show Schedule

**Expo Agro Sinaloa '99**  
January 21-24, 1999  
Culiacan, Sinaloa, Mexico

**Food & Hotel Philippines '99**  
February 10-13, 1999  
Manila, Philippines

**Foodex '99**  
March 9-12, 1999  
Tokyo, Japan

**ANTAD**  
March 13-15, 1999  
Guadalajara, Mexico

**Great American Food Show '99**  
March 16-18, 1999  
Seoul, South Korea

**FMI/NASDA  
U.S. Export Showcase '99**  
May 2-4, 1999  
Chicago, Illinois, USA

**Hofex '99 Food & Drink**  
May 4-7, 1999  
Hong Kong

**Sao Paulo Supermarket  
Association Exposition**  
May 17-20, 1999  
Sao Paulo, Brazil

**SIAL Mercosur**  
August 24-27, 1999  
Buenos Aires, Argentina

**ANUGA '99**  
October 9-14, 1999  
Cologne, Germany

For information on participating in California's pavilion at any of the above trade shows, please contact AEP at (916) 654-0389.